

Are You Ready to Adopt AI?

By Steve Stone

AI seems to be everywhere, and many organizations don't want to be left behind as the benefits of using AI are perceived to be immediate and endless. Unfortunately, in trying to move forward quickly companies have often found that adopting an AI strategy was more of a challenge than expected. In an effort to solve problems as fast as possible, they focused on platform selection instead of identifying their business needs and desired outcomes.

There is evidence that many companies are diving into AI. The *2021 Gartner AI in Organizations Survey* shows a notable increase in AI adoption¹. Forty-seven percent of respondents said their organizations are using AI, that's up from the 35% found in the 2019 Gartner survey. Moreover, in the *2023 Gartner CIO and Technology Executive Survey*, 32% of respondents said their organizations had deployed AI and machine learning, with an additional 17% indicating they would follow suit within the next 12 months².

The health care and medical sectors expect AI to make a significant impact on patient care and outcomes and have significantly increased use of this rapidly evolving technology. In a 2025 AMA (American Medical Association) survey they found that 66% of physicians reported using health care AI in 2024; this marks a 78% increase from the 38% of physicians who said they used it in 2023³.

Organizations are trying to adopt AI but may not be seeing the results they expect. In the 2021 Gartner survey, one-third of the respondents reported they had been actively deploying AI models, but they also stated their main concern was the difficulty of measuring the business value of the deployment of AI techniques.

To properly deploy any type of tool, including AI, management must identify business needs. Those needs must be expressed as use cases with measurable outcomes (business value) and an understanding of feasibility. Long before AI was a consideration, engineers and process experts warned about the problems of automating a bad process or trying to fix problems with automation without first fully understanding the processes. AI is a form of automation and the lessons learned in the past still apply.

Automating a bad process may improve some existing problems and inefficiencies but often results in increased errors, wasted resources, increased costs and worse outcomes overall. Automation alone rarely fixes the issues, and when this happens, few companies ever realize a significant return on their investment. The correct approach is to optimize or

¹ 2021 Gartner AI in Organizations Survey

² 2023 Gartner CIO and Technology Executive Survey

³ AMA Augmented Intelligence Research

redesign the process first and truly understand the business needs and desired outcomes before automation is explored; this approach provides much more realistic expectations and ability to achieve true efficiency and value.

With better processes in place, you can re-evaluate the organization's needs and opportunity for value. If you still have needs with good feasibility and value, you can then select AI technology that matches your requirements. The right AI tool along with a focus on measurable outcomes will increase the chances of a successful and sustainable AI adoption.

Contact Argent Global Services to learn more about how we can assist with your AI journey.